

Vincent Kerney

From: Vincent Kerney
Sent: Wednesday, April 24, 2019 9:20 PM
To: Kaleigh Bueckert-Orme
Cc: Dylan Judson; Kaleigh Bueckertorme; Media; Anthony Sisco; Naomi Zepeda
Subject: Re: PR Intro + Materials - Bloomfield PD (NJ) Joins Neighbors

The two items that you referenced are direct quotes from the public safety director. Unfortunately I can not make him say anything specific. All of the information was copied and pasted directly from your press releases with the exception of the quotes.

Captain Vincent Kerney
Bloomfield Police Department
Detective Bureau Commander
Desk 973-680-4090
Cell 862-596-1957

On Apr 24, 2019, at 8:47 PM, Kaleigh Bueckert-Orme <kaleigh.bueckertorme@ring.com> wrote:

Hi Captain Kerney,

We like to review the press releases before they go out to check for any inaccuracies and ensure that all the information is correct. For example, in the News 12 report, Public Safety Director Sam DeMaio states that they're asking everyone with a Ring system to sign up for the Neighbors app. We'd like to clarify that anyone, regardless if they own a Ring device or not, can sign up for Neighbors and post videos that were caught on other security devices, photos they captured on their phone, or text-based posts. Feel free to loop us in with the media in the future if they want any other talking points or information as well.

In the release posted to Facebook, we would want to ensure that ring is consistently spelled "Ring" and that the "ring program" is referred to as the Neighbors app. These are just small edits that help sort out any confusion for residents and media.

Would you be able to update the release posted to Facebook and Twitter?

Please let me know if you have any questions or if we can help in any other way.

Thanks!
Kaleigh

On Wed, Apr 24, 2019 at 5:21 PM Vincent Kerney <vkerney@bloomfieldnjpd.com> wrote:
We used your template. What needs to change?

Captain Vincent Kerney
Bloomfield Police Department
Detective Bureau Commander
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On Apr 24, 2019, at 8:18 PM, Dylan Judson <dylan.judson@ring.com> wrote:

Hello Everyone,

I wanted to circle back as we had discussed connecting prior to any press materials going out. While we appreciate how excited you were to make the announcement there are a few corrections that we need to follow up with.

Please let us know when you are available to connect.

Thank you,

On Thu, Apr 18, 2019 at 1:41 PM Dylan Judson <dylan.judson@ring.com> wrote:

Hello everyone,

Now that we have our Remote Onboarding completed, I wanted to introduce Kaleigh Bueckert-Orme from our PR Team (CC'd) along with initial press packet of materials below for your review.

First announcement item to note is the In-App message pushed out by Ring as simple a courtesy message so our existing users in the area know that your Department will be joining the conversation (see example & more info [here](#)).

Beyond the in-app message, please review the press packet materials below and be sure to coordinate broader announcement plans and draft materials with Kaleigh from our media team in advance and before anything can go out to the press or public.

[Click here](#) to access the Announcement Press Packet and download the following materials;

- **Press Release Template:** Meant as a starting point template with standard messaging for you to update and send as final draft (via Media@ring.com) so our PR team can review and sign off before your team distributes via local press list, Dept. website, social media pages & any other preferred channels.
- **Sample Social Media Posts:** Sample content for posting the initial announcement via Facebook, Twitter, Nextdoor & any other social channels in tandem with the press release.
- **Talking Points & Reactive Q&A:** Basic talking points and answers to commonly asked questions for Dept. representatives to use when speaking about the Neighbors app and our partnership with the press/public.
- **Neighbors App Logo & Imagery:** High-res versions of the Neighbors app logo and other contextual images to incorporate with PR materials as needed.

The Neighbors App download link and simple text info below should be included in the initial announcement and in any future public communications from the Dept. when appropriate so that residents are able to download the app and participate;

Download Link: <http://download.ring.com/neighbors>

Simple Text Info: Or, simply text 'StaySafe' to 555888 from your smartphone.
(not case sensitive)

That's it for now! Let us know once you've had a chance to review and if you have any questions in the meantime.
Best,

--

Dylan Judson

Partner Success Manager
339-225-0990
dylan.judson@ring.com

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Santa Monica, CA 90404
www.ring.com



[Download the Neighbors App.](#)
Join the new neighborhood watch.

[Ring Neighbors Portal Resources](#)
[Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)
[Cape Coral PD partners with Ring to crack down on crime](#)
[Orlando Police to use Ring doorbell security systems to fight crime](#)

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